

**CLAIMS**

1. A method of analyzing resource allocation comprising the steps of:  
identifying sets of information wherein each set of information includes a  
5 UOA-ID, a CCT, and a VAR Value;  
grouping each UOA-ID into an appropriate Type;  
identifying a Start Time;  
forming at least one Cohort time segment based on the Start Time;  
placing the UOA-ID into the appropriate time segment;  
10 calculating an eligibility score for each UOA-ID for each time segment;  
calculating an Eligible Adjusted Variable Value; and  
generating an Output Expression.
2. The method of Claim 1 further comprising the step of transforming the Output  
15 Expression from expressed in Cohort time segments to being expressed in CCT  
segments.
3. The method of Claim 1 wherein said method is performed using a system  
comprising a central processing unit for implementing system software effective  
20 for performing the method.
4. The method of Claim 1 that is used for marketing applications.

5. The method of Claim 1 that is used for trademark applications.
6. The method of Claim 1 that is used for evaluating web pages on the Internet.
- 5 7. The method of Claim 1 that is used for analyzing the effects of similar trademarks.
8. The method of Claim 1 that is used for warranty applications.
- 10 9. The method of Claim 1 that is used for health care applications.
10. The method of Claim 1 wherein said method is used for applications selected from the group consisting of warranty applications, actuarial applications, insurance applications, marketing and advertising applications, frequent use  
15 program applications, shopping card applications, trademark/trade dress/product design evaluation applications, web page applications, infringement applications, and health care applications.
11. The method of Claim 1 wherein an Output Expression is generated by the  
20 method comprising the step of calculating an EAV based on a summary metric for each UOA-ID per Type.

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12. The method of Claim 1 wherein an Output Expression is generated by the method comprising the steps of:

determining a DV per Type per time segment;

calculating an EAV summary metric for all UOA-IDs per Type per time segment; and

calculating an EAV Net Value per Type per time segment.

13. The method of Claim 1 wherein an Output Expression is generated by the method comprising the steps of:

determining a RORA;

determining an Outcome;

calculating a NNT

calculating an EAV Net Value per Type per time segment; and

calculating the maximum available RA per UOA-ID per time segment.

14. The method of Claim 1 wherein an Output Expression is generated by the method comprising the steps of:

determining a RA;

determining an Outcome;

calculating a NNT

calculating an EAV Net Value per Type per time segment; and

calculating the RORA per UOA-ID per time segment.

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15. The method of Claim 1 wherein an Output Expression is generated by the method comprising the steps of:

determining a RORA;

determining a RA;

5 calculating a NNT

calculating an EAV Net Value per Type per time segment; and

calculating an O per UOA-ID per time segment.

- 10 16. A method for analyzing resource allocation using a plurality of sets of information, the method comprising the steps of:

for each set of information, identifying an UOA-ID, a Type, a CCT and a VAR Value;

grouping each UOA-ID into an appropriate Grouper;

identifying a Start Time;

15 identifying a time segment duration;

forming time segments based on the Start Time;

adjusting and standardizing each VAR Value to create AdjVAR Values;

placing each AdjVAR Value into the appropriate time segment;

calculating an eligibility score for each UOA-ID; and

20 generating an Output Expression.

- 5           17.    The method of Claim 16 further comprising the step of transforming the  
              Output Expression from expressed in Cohort time segments to being  
              expressed in CCT segments.
- 10           18.    The method of Claim 16 wherein said method is performed using a system  
              comprising a central processing unit for implementing system software effective  
              for performing the method.
19.    The method of Claim 16 that is used for marketing applications.
20.    The method of Claim 16 that is used for trademark applications.
- 15           21.    The method of Claim 16 that is used for analyzing the effects of similar  
              trademarks.
22.    The method of Claim 16 that is used for warranty applications.
- 20           23.    The method of Claim 16 that is used for health care applications.
24.    The method of Claim 16 that is used for Internet applications.

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25. The method of Claim 16 wherein said method is used for applications selected from the group consisting of warranty applications, actuarial applications, insurance applications, marketing and advertising applications, frequent use program applications, shopping card applications, Internet applications, trademark/trade dress/product design evaluation applications, infringement applications, and health care applications.
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26. The method of Claim 16 wherein an Output Expression is generated by the method comprising the step of calculating an EAV based on a summary metric for each UOA-ID per Type.
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27. The method of Claim 16 wherein an Output Expression is generated by the method comprising the steps of:
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- determining a DV per Type per time segment;
  - calculating an EAV summary metric for all UOA-IDs per Type per time segment; and
  - calculating an EAV Net Value per Type per time segment.

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28. The method of Claim 16 wherein an Output Expression is generated by the method comprising the steps of:
- determining a RORA;
  - determining an Outcome;
  - 5 calculating a NNT
  - calculating an EAV Net Value per Type per time segment; and
  - calculating the maximum available RA per UOA-ID per time segment.
29. The method of Claim 16 wherein an Output Expression is generated by the method comprising the steps of:
- 10 determining a RA;
  - determining an Outcome;
  - calculating a NNT
  - calculating an EAV Net Value per Type per time segment; and
  - 15 calculating the RORA per UOA-ID per time segment.
30. The method of Claim 16 wherein an Output Expression is generated by the method comprising the steps of:
- determining a RORA;
  - 20 determining a RA;
  - calculating a NNT
  - calculating an EAV Net Value per Type per time segment; and
  - calculating an O per UOA-ID per time segment.

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31. A method of analyzing the effects of similar trademarks comprising the steps of:

identifying a set of information, each set comprising an UOA, an UOA-ID, a Type, a CCT, and a VAR Value;

5 grouping each UOA-ID into an appropriate Types;

identifying a Start Time;

forming time segments based on the Start Time;

adjusting and standardize each VAR Value to create AdjVar Values;

10 sorting and placing each AdjVAR Value into the appropriate time segments;

calculating an Eligibility Score for each UOA-ID;

calculating an EAV for each time segment;

generating an Output Expression; and

15 analyzing the Output Expression to evaluate trademark perception.

32. A method of analyzing and evaluating resource allocation for the health care industry comprising the steps of:

identifying a set of information, each set comprising an UOA, an UOA-ID, a Type, a CCT, and a VAR Value;

20 grouping each UOA-ID into an appropriate Grouper;

organizing each UOA-ID within each Grouper by succeeding CCT;

identifying a Start Time;

forming time segments based on the Start Time;



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adjusting and standardize each VAR Value to create AdjVAR Values;  
sorting and placing each AdjVAR Value into the appropriate time  
segments;  
calculating an Eligibility Score for each UOA-ID;  
5 calculating an EAV for each time segment;  
generating an Output Expression showing trends in health care for use  
in evaluating resources allocation.

**33. A method of allocating resources for use in marketing comprising the steps of:**

10 identifying a set of information, each set comprising an UOA, an UOA-  
ID, a Type, a CCT, and a VAR Value;  
grouping each UOA-ID into an appropriate Grouper;  
organizing each UOA-ID within each Grouper by succeeding CCT;  
identifying a Start Time;  
15 forming time segments based on the Start Time;  
adjusting and standardize each VAR Value to create AdjVAR Values;  
sorting and placing each AdjVAR Value into the appropriate time  
segments;  
calculating an Eligibility Score for each UOA-ID;  
20 calculating an EAV for each time segment;  
generating an Output Expression showing trends for use in evaluating  
resource allocation for marketing.

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34. A system for use by a user in analyzing resource allocation comprising:  
a central processing unit for operating software effective for performing the  
method of:

5 identifying sets of information wherein each set of information includes  
an UOA-ID, a CCT, and a VAR Value;  
grouping each UOA-ID into an appropriate Type;  
identifying a Start Time;  
forming at least one Cohort Time segment based on the Start Time;  
placing the VAR Value into the appropriate time segment;  
10 calculating an eligibility score for each UOA-ID for each time segment;  
calculating an Eligible Adjusted Variable Value; and  
generating an Output Expression.

35. The system of Claim 34 wherein said method is used for applications selected  
15 from the group consisting of warranty applications, actuarial applications,  
insurance applications, marketing and advertising applications, frequent use  
program applications, shopping card applications, Internet applications,  
trademark/trade dress/product design evaluation applications, infringement  
applications, and health care applications.

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36. An Output Expression comprising a representation showing EAV trends of a  
particular Population, said trends are expressed in Cohort time segments.

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37. An Output Expression comprising a representation showing NNT trends of a particular Population, said trends are expressed in Cohort time segments.

38. An Output Expression comprising a representation showing EAV Net Value trends of a particular Population, said trends are expressed in Cohort time segments.

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